

**Ohio Library Council
BOARD OF DIRECTORS**

ITEM NO.: **5.H.3**

MEETING DATE: **Nov. 7, 2025**

SUBJECT: **Communications Report**

SUBMITTED BY: **Angie Jacobsen**

REPORT FOR INFORMATION

Planning and Leadership Conference

Leadership resources are being updated and posted to the OLC app and Member Info Hub. Division and Committee members can submit their meeting minutes, goals and objectives, and annual reports electronically through the [OLC website](#). An evaluation form has been created to collect feedback about the event.

Convention and Expo

The mobile app is live and ready for registrants to download. The app includes daily schedules, session descriptions, core competencies, speaker information, program ratings, etc. Speakers will be able to upload their slides and handouts. Attendees will be able to create their own agendas and evaluate sessions through the app. An email will be sent to all registrants with instructions on how to download the app. Instructions are currently available on the [OLC website](#).

The on-site guide is currently being printed and will be distributed at registration. This booklet provides essential information, including session times, room assignments, and maps of the convention center.

Collateral materials for the OLC Connects area of the exhibit hall are being created for Divisions and Committees. Additional displays will celebrate OLC's 130th anniversary and promote the 2026 OLC Convention and Expo in Sandusky. An Awards and Honors display wall has also been created to recognize this year's recipients.

Advocacy and Communications Strategy

We are currently meeting with public relations firms to explore the development of an advocacy toolkit that will help our members communicate the value of Ohio's public libraries more effectively. The toolkit will focus on telling our story to the right audiences, legislators and the public, in the right way, highlighting how libraries save Ohioans money and strengthen their communities. The firms we've met with bring extensive experience in strategic communications, message development and coalition building. Their public affairs expertise will help us create clear, consistent messaging that educates voters (and elected officials) about what local library levies fund and why those investments matter. This is particularly important as Ohio faces growing efforts to reduce or eliminate property taxes.

Division/Committee Projects

- The Special Collections Division sent an e-newsletter to division members on September 16.
- The Children's Services Division sent its quarterly e-newsletter on Oct. 31.

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- The names and libraries of new and recently renewed Certification holders (CPL and CPLS) were listed in Access and posted on the OLC website.
- The New Member Referral Program will be promoted in Access and on the OLC website, beginning November 1.

OLC Annual Membership Business Meeting

Information about the OLC's Annual Membership Business Meeting was included in Access and on the OLC website.

OLC Website

The top-performing pages on the OLC website over the past 60 days are:

1. JOBLine
2. Convention and Expo
3. Event Calendar
4. Google and Highlights for Children Webinar
5. OLC News page
6. Library Funding/PLF
7. Vendor Opportunities
8. OLC Bill Tracker
9. Regional Directors' Meetings
10. Certification